

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-9. (Canceled).

10. (Previously Presented) A product package intended to hold a product for sale, the product package comprising:

a cardboard exterior wall including a light-permeable portion and an opaque portion, the exterior wall defining an at least substantially enclosed volume sufficient to hold at least a portion of the product; and

a light source disposed completely within the volume and configured to generate light within the volume, the light being emitted through the light-permeable portion of the exterior wall.

11. (Original) The product package of claim 10, wherein the light-permeable portion includes an opening in the exterior wall.

12. (Original) The product package of claim 11, wherein the opening includes a light-permeable solid material disposed therein.

13. (Original) The product package of claim 10, wherein the light-permeable portion of the exterior wall includes a plurality of separate light-permeable sub-portions.

14. (Original) The product package of claim 10, wherein the light-permeable portion has a shape associated with the product.

15. (Original) The product package of claim 10, wherein the light source is configured to blink.

Claims 16-21. (Canceled).

22. (Previously Presented) A product packaging filler for placement within a rectangular box-shaped volume defined by an exterior wall of a product package, the product package intended to hold a product for sale, the product packaging filler comprising:

a dividing wall configured such that, when the product packaging filler is placed entirely within the rectangular box-shaped volume, the volume is divided by the dividing wall into at least a first volume portion and a second volume portion, the second volume portion intended to hold at least a portion of the product;

a light source disposed such that, when the product packaging filler is placed entirely within the volume, the light source is disposed completely within the volume and is configured to emit light into the first volume portion; and

a power source electrically coupled to the light source.

23. (Original) The product packaging filler of claim 22, wherein the dividing wall comprises foam.

24. (Canceled).

25. (Original) The product packaging filter of claim 22, wherein the dividing wall has a reflective surface on a side of the dividing wall facing the first volume portion.

26. (Previously Presented) A product for sale and its package, comprising:

a product;

an exterior wall including a plurality of separate openings, the exterior wall defining an at least substantially enclosed hollow volume, the volume including a first volume portion and a second hollow volume portion physically divided from the first volume portion, the first volume portion holding at least a portion of the product; and

a light source configured to direct light inside the second volume portion, the light being emitted into the second hollow volume portion and through all of the plurality of openings.

27. (Previously Presented) A product for sale and its package, comprising:  
a product;  
a cardboard exterior wall including a plurality of separate light-permeable portions and an opaque portion, the exterior wall defining an at least substantially enclosed volume holding at least a portion of the product; and  
a light source disposed completely within the volume and configured to generate light within a hollow portion of the volume, the light being emitted through the plurality of light-permeable portions of the exterior wall.

28. (Previously Presented) A product package intended to hold a product for sale, the product package comprising:  
an cardboard external portion including an opaque portion and a light-permeable portion, the external portion defining a volume sufficient to at hold at least a portion of the product;  
a blinking light source configured to indirectly illuminate the light-permeable portion such that light exits the product package through the light-permeable portion; and  
a battery, disposed in the volume, configured to provide power to the light source.

29. (Currently Amended) ~~The product package of claim 1.~~ A product package intended to hold a product for sale, the product package comprising:  
an exterior wall including an opening, the exterior wall defining an at least substantially enclosed volume, the volume including a first volume portion and a second volume portion physically divided from the first volume portion, the first volume portion being sufficient to hold at least a portion of the product; and  
a light source configured to direct light inside the second volume portion, the light being emitted through the opening,  
wherein the opening has a shape associated with the product, and wherein the exterior wall is made of cardboard.

30. (Currently Amended) ~~The product package of claim 1;~~ A product package intended to hold a product for sale, the product package comprising:  
an exterior wall including an opening, the exterior wall defining an at least substantially enclosed volume, the volume including a first volume portion and a second volume portion physically divided from the first volume portion, the first volume portion being sufficient to hold at least a portion of the product; and  
a light source configured to direct light inside the second volume portion, the light being emitted through the opening.  
wherein the opening has a shape associated with the product, and wherein the exterior wall is made of paper.

Claims 31-33. (Canceled).

34. (Previously Presented) The product packaging filler of claim 22, wherein the first volume portion is hollow, and wherein the light from the light source is emitted into the hollow first volume portion.